



Art Enthusiasts



Power Parents



Executive Dads

KDFC Listeners



Institutional Guardians



Culture Vultures



Engineer Guys

Classical KDFC – LISTENERS

Classical KDFC's appeal is broad and diverse: From those whose knowledge is limited but passion for the music and daily usage is significant, to those with extensive classical musical experience, knowledge and passion. An advanced education is the common and consistent thread through the **KDFC** audience:

40 to 50-Something Women- “Power Parents”

- College educated, likely played a musical instrument, now typically employed in a supervisor or managerial capacity
- A sophisticated adult who leads a busy, often time starved life: Has high school or college aged kids
- Has great passion for music without extensive depth of knowledge - believes in the value and benefits of Classical Music
- Typically attends arts performances or museums 2-3x per year, with primary “participation” via the radio/KDFC

50 to 60-Something Men- “Executive Dads”

- College educated, a “Corner Office Guy”, typically leading a team or a department - in peak earning years
- Attends local sporting events, likely watches and listens to events on TV and the Radio...in addition to KDFC
- Knowledge of Classical Music is a hobby, enjoys the companionship of listening at work and the facts/ history of the music
- Periodically attends performances or arts venues, relying primarily on access provided by KDFC

“Culture Vultures” – Adults 25 and Up!

- College Educated, likely with an advanced education and degree
- Frequent and often obsessive consumers of the arts and cultural events
- Loves art, music, movies, and dance - all forms of culture so much they consume it almost indiscriminately
- Possess and display eclectic styles and tastes

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40 to 60-Something Women- “Arts Enthusiasts”

- College or an advanced college degree
- Employed in occupations that “give back”: Teacher, Non-Profit Organization, Fundraiser, Counselor, Social Work
- The arts are a significant part of their life, with painting and arts/crafts/fairs as hobbies
- Passion for the music more important than knowledge, has the time and money to regularly attend cultural venues

45-69-Year-Old - “Engineer Guys”

- College educated men crossing both the Gen X and Boomer demographics
- Love the complexity of classical music, approach it “analytically”
- Active listener with strong opinions and tastes, attends performances often and is passionate about the musicianship and the mechanics of the performance

70+ Women and Men – “Institutional Guardians”

- Pre-boomer (“Silent” or “Pre-War”) generation, with classical music part of their upbringing
- College educated , retired or consulting/serving on boards, “worldly” as a result of travel/life experiences
- Heavy listeners, disenfranchised by other radio and platforms, they have the strongest affinity with the on-air Hosts
- Regularly attend performances and museums - have both the time and the money